

1 of 2

|                    |                |
|--------------------|----------------|
| Rep Firm           |                |
| Sales Office (     | ) PHILADELPHIA |
| Salesperson (      | ) AMY MCCREARY |
| Salesperson Phone# | 215-568-6540   |
| Salesperson FAX#   | 215-568-1845   |

## BERKLEY FOR SENATE -30S ADD SC=\*

| LT | Ln | Day                        | Time      | Program | Len | Rate       | Dates       | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|----|----|----------------------------|-----------|---------|-----|------------|-------------|------------|------------|-------------|------------|---------|
|    | 1  | M                          | 6A-7A     | NEWS    | :30 | \$700.00   | 07/30-08/06 | 1          | 2          | 2           | \$1,400.00 |         |
|    |    | Buyline Comment: NEWS      |           |         |     |            |             |            |            |             |            |         |
|    | 2  | TU-W,F                     | 7A-9A     |         | :30 | \$1,400.00 | 07/31-08/03 | 3          | 1          | 3           | \$4,200.00 |         |
|    |    | Buyline Comment: TODAY     |           |         |     |            |             |            |            |             |            |         |
|    | 3  | M                          | 7A-9A     |         | :30 | \$1,400.00 | 08/06-08/06 | 1          | 1          | 1           | \$1,400.00 |         |
|    |    | Buyline Comment: TODAY     |           |         |     |            |             |            |            |             |            |         |
|    | 4  | M                          | 5P-630P   |         | :30 | \$1,000.00 | 08/06-08/06 | 1          | 1          | 1           | \$1,000.00 |         |
|    |    | Buyline Comment: NEWS      |           |         |     |            |             |            |            |             |            |         |
|    | 5  | M-F                        | 5P-630P   |         | :30 | \$1,000.00 | 07/30-08/03 | 5          | 1          | 5           | \$5,000.00 |         |
|    |    | Buyline Comment: NEWS      |           |         |     |            |             |            |            |             |            |         |
|    | 6  | M-F                        | 630P-7P   |         | :30 | \$1,100.00 | 07/30-08/03 | 5          | 1          | 5           | \$5,500.00 |         |
|    |    | Buyline Comment: JEP       |           |         |     |            |             |            |            |             |            |         |
|    | 7  | M                          | 630P-7P   |         | :30 | \$1,100.00 | 08/06-08/06 | 1          | 1          | 1           | \$1,100.00 |         |
|    |    | Buyline Comment: JEP       |           |         |     |            |             |            |            |             |            |         |
|    | 8  | M                          | 12A-1230A |         | :30 | \$1,000.00 | 08/06-08/06 | 1          | 1          | 1           | \$1,000.00 |         |
|    |    | Buyline Comment: NEWS      |           |         |     |            |             |            |            |             |            |         |
|    | 9  | M-F                        | 12A-1230A |         | :30 | \$1,000.00 | 07/30-08/03 | 5          | 1          | 5           | \$5,000.00 |         |
|    |    | Buyline Comment: NEWS      |           |         |     |            |             |            |            |             |            |         |
|    | 10 | SA                         | 7A-9A     |         | :30 | \$625.00   | 08/04-08/04 | 1          | 1          | 1           | \$625.00   |         |
|    |    | Buyline Comment: SAT TODAY |           |         |     |            |             |            |            |             |            |         |

|                                   |                                      |                                 |
|-----------------------------------|--------------------------------------|---------------------------------|
| Station KSNV-TV LAS VEGAS, NV.    | Agency ( ) SHORR,JOHNSON,MAGNUS      | Rep Firm                        |
| Advertiser ( ) BERKLEY FOR SENATE | 1831 CHESTNUT ST. #602               | Sales Office ( ) PHILADELPHIA   |
| Product BERKLEY FOR SENATE        | PHILADELPHIA, PA 19103               | Salesperson ( ) AMY MCCREARY    |
| Estimate# 30S                     | Agency C/P1/P2/E //30S               |                                 |
| Buyer MICHAEL DIETTORRE           | Flight Dates 07/30/2012 - 08/06/2012 | Salesperson Phone# 215-568-6540 |
| Phone#                            | Hiatus Weeks                         | Salesperson FAX# 215-568-1845   |
| Fax#                              |                                      |                                 |

---REPORT TOTALS---  
 Report Totals: 25 / \$26,225.00

---SALES MONTHLY TOTALS---  
 Aug 12: 25 / \$26,225.00  
 Sales Totals: 25 / \$26,225.00  
 Station Totals: 25 / \$26,225.00  
 Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---  
 Market Totals \$72,847  
 CATV 0%    KBLR 0%    KING 0%    KLAS 30%    KSNV 36%  
 KTNV 15%    KTUD 1%    KVCW 2%    KVMY 1%    KVVU 15%  
 XXXX 0%

---COMPETITIVE COMMENTS---  
 NEW ORDER  
 EST SHARES

Books JUL12  
 Demos RA35+